# What Makes Buick the Greatest Car Value of the Year

The value of a motor car is in what it returns to you in Service, Satisfaction and Pleasure. The Buick automobile is the greatest car-value of the year because it gives you the utmost in uninterrupted service and use of your investment; perfect satisfaction in power, speed, endurance and economy; and the keen pleasure of riding in comfort, style and with the assurance that at all times your car is dependable. This is the reason 33,200 buyers exhausted the entire output of 1914 Buick cars before April 1st. This is the reason for the unprecedented sale of 1915 models.

BUICK PLANT

The Buick Motor Company's The plant is equipped with plant is the largest automobile the most modern machinery, factory in the world with a the greater part of it built esfloor space of over 58 acres. pecially for this plant. Buick Every part which enters into manufacturing methods and the construction of a Buick car, systems have reduced producwith the exception of tires and tion costs, eliminated waste special appliances, is manufac- and keep the standard of tured in this plant or by affili- quality up to the highest point. ated companies.

#### ENGINEERING

From the beginning Buick which have been thoroughly engineers have designed cars tried out and tested and found that gave the greatest known to be real improvements. Buick Company built a failure, is under the personal charge of a consistent advance in design who has designed every Buick and engineering. Only those model from the first. principles have been adopted

WORKMANSHIP AND INSPECTION

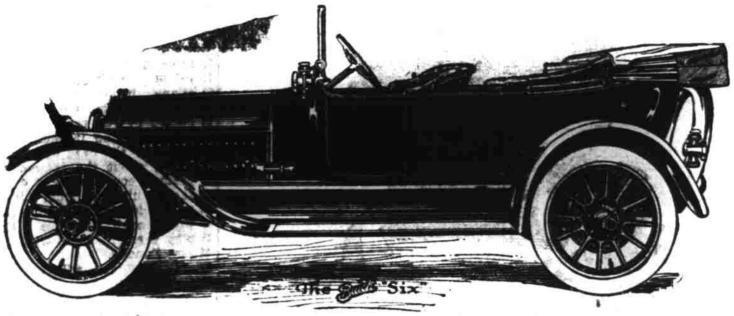
Every department of the employed. dreds of skilled machinists are it.

Buick factory is under the Every part which enters insupervision of men who have to a Buick car is inspected at been long in the employ of the every step of its manufacture. company-men who have won An army of men are employed and hold their places by their in this work alone and not a knowledge and skill. Buick finished car leaves the factory workmen represent the highest until the final inspector's red type of American labor. Hun- tag of "Passed" is attached to

#### UNINTERRUPTED SERVICE

tained from the beginning, replacements.

The unequalled record of the There are more Buick cars long life and enduring quali- which have traveled over 100;ties of Buick cars and the 000 miles, over 150,000 miles thousands of unsolicited letters and over 200,000 miles than of from Buick car owners in re- any other make. The Buick gard to the uninterrupted ser- Motor Company challenge anyvice their cars are giving are one to produce a single Buick testimonials of the high stand- car which has gone to the junk ard of Buick quality main- heap for the want of parts or



motor service. Never has the The engineering department The Pleasures and Joys of Motoring are Enhanc- perts to produce 15 to 20 per The Buick Valve-in-Head Each year's models have shown Chief Engineer Walter Marr, ed by the beauty, power and comforts of the Buick cylinder, than any other type. success. The power is posi-

#### BUICK MATERIALS

raw material used. Only steel used in motor building. of the highest quality is used and special heat treating Years of experience in choos-

methods are employed.

Buick automobiles are built nut or turn buckle to the largof the best materials that est crank shaft or axle. It is money can buy. Very thorough fully equipped with giant hamscientific tests for strength and mers, including the largest durability are made of every steam hammers in the world

ing proper materials and scien-The drop forge plant is cap- tific knowledge of their use able of producing any kind of have given the Buick the title a forging from a small thumb "The Everlasting Car."

#### SELLING AND SERVICE ORGANIZATION

The Buick selling organiza- of any automobile concern in tion as a body is the most per- the world. This service departmanent and financially reliable ment, in connection with thirtyto be found. Buick cars were five Buick Branch Houses and never misrepresented and buy- the thousands of permanent ers have assurance that the Buick dealers is a continued Company's promises will be assurance to the buying public carried out to the letter.

maintains at Flint the largest of his investment. service and parts department

that the purchaser of a Buick

The Buick Motor Company car will get uninterrupted use

#### BEAUTY AND COMFORT

convenience for the operation cannot buy better value. of the car is within easy reach

1915 Buick cars are every of the driver. Deep upholstery, where admired for their wide seats and extra room add comfort for the passengers.

In design, finish, roominess Buick owners are proud of and comfortable riding qual- the appearance of their cars. ities they represent the best They have that mental satiscar value of the year. Every faction of knowing that money

#### MOTOR POWER

world's leading gas engine ex- statement.

fuel economy, hill climbing and same time economical.

The Buick Valve-in-Head endurance records in various Motor is acknowledged by the parts of the world prove this

cent more power, cylinder for Motor is the keystone of Buick All racing records, Buick tive, always reliable and at the

#### ROAD ECONOMY

Buick cars are every day for over 500 miles, winning cconomy records, made in the tying for the third. majority of cases by individual A Buick car is an economical their cars.

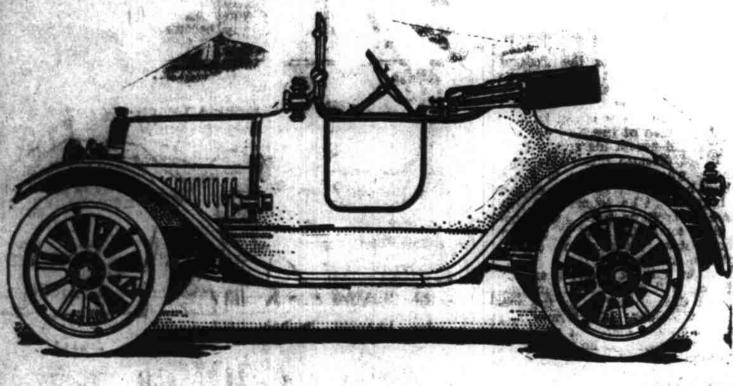
a 1915 Buick car averaged 24.8 est item of economy. miles to a gallon of gasoline

establishing remarkable fuel two out of three trophies and

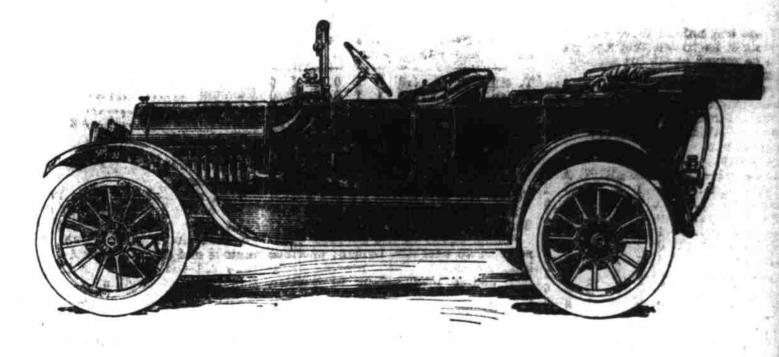
owners in the every day use of car to run and gives owners uninterrupted service. They seem In the recent Reliability and never to wear out and in the Economy Contest in Wisconsin long run longevity is the great-

#### OWNERS SATISFACTION

To all Buick owners comes from knowing they have made that mental satisfaction that a good buy-that for every their desires and demands of dollar they have invested they what an automobile should be, are getting in return just as are realized in their car. They many dollars' worth of service they get more value for their and pleasure. In short, they investment. Buick buyers get get Buick satisfaction. that peace of mind which comes







### BUICK POLICY

Way back in 1904 the Buick ment. The adoption of this Motor Company announced to policy meant more than an atthe buying public that their tempt to build an indestructpolicy would be to make and ible automobile. It contemmarket a motor car that would plated a manufacturing, selling at all times and under all cir- and service organization withcumstances give the owner un- out a missing link. First, the

equals and none better.

where, under the direction of chaser and give him uninterthe highest grade artisans and rupted use of his purchase. mechanics, the best of every- BUICKS HAVE NEVER thing obtainable in the way of BEEN MISREPRESENTED raw materials for the building But the carrying out of the of automobiles could be made policy of this company, which into finished component parts was established when the first

engineering corps with but few and assembled into a complete machine, which, barring acci-It meant a factory organiza- dents and abuse, would prove tion of gigantic magnitude a good investment for the pur-

if given the opportunity, be age. capable of even building an upto-date warship; it required a sales and service organization that would be exact in all state-

Buick automobile was built, ments, that would never exagrequired even much more than gerate their product or disparan engineering department and age that of others, and which a factory organization, they would establish for the commust be well informed and pany they represent a perequipped so that they would manent and continuous patron-

> R. H. COLLINS. Gen. Sales Mgr.

## interrupted use of his invest- cars must be designed by an THE von HAMM-YOUNG COMPANY, LIMITED,

Hawaiian Representatives Honolulu and Hilo

beels-even moderately low heels- much discussed type of shoe in its tina.

"Low heels are not worn this sea-

or suede uppers, with gray a close this season.

Paris vogue.

son," is their answer, and that settles black-vamped boot is the last word in black and bearl or gunmetal.

it. There is every reason to believe, smart footwear, and is in unquestion. For indoor wear the smartest of slipper. favor for black boots with fawn cloth ticeable in the smartest footwear of shee built on an exceedingly tauering ing models in bronze.

Just how much favor the black pat- are laced. The black laces are thread, and strappings with a single small from under the foot and to class. High boots, buttoned or laced, for soled, flat-heeled, high-laced boot, The ent leather boot with white upper ed through two strips of black kid white and black button ornament at squarely over the instep.

Nevertheless, the white-topped, It is combined in black and fawn and \$25. The all-jet brokle, too, is worn of Byzantine tapeatry made of threads are a f new shoes and slippers, every want her to.

of course now on all sorts of shoes conservative though smart class of borrowed with the tango and many a combination of black and white made specially to go with their gowns. scens to be the resume of the shoe they when made in what is known as and boots that a request for lower women has actually not included this other fashionable fads from Argen. Flack jet and white pearls or rhine. For instance, a pair of evening slip, situation this autumn. stones are combined in numerous pers recently ordered showed a lower. But are there no low-heeled, meets with polite surprise from the stock, and that in spite of its recent The gaiter effect shoe is another ways. One pair of buckles showing short-vamp portion of fine green kid shoes?" one persists in asking the A man can always count upon his effect which is bound to stay in favor, this magpie combination is priced at with a back and heel portion of a sert shee dealer as he displays the treas- wife to agree with him in he doesn't

say the shoe dealers, that well-dressed ed taste. These boots have extremely the new shoes are those that show a in spite of the black and white All the rich brocade fabrics from heeled model among the season's American women will show greatest short vamps, a tendency which is no- combination of the s'ik makers fre smart footwear is the "English walklast with a fine white kid vamp and Some of the newest slippers show harmony to the sumptuous evening one, is an exceedingly popular product · Some of these white-uppered boots a black patent leather back portion a strapping effect that seems to come gowns with which they are worn. | of the shoe-maker's art. It is a flat-

the street, magple effect everywhere, sole is of rubber and the heel is of High heels are so much a matter will gain here it is impossible to say, which extend from the van p to the front is decidedly smart.

More and more women who dress short evening slippers of gorgeous heavy leather. These shoes are to course now on all sorts of shoes. One shop that caters to an especially top. This effect, by the way, is one. The newest shoe buckles, too, show with care are having their slippers brocades, and always high heels—this be had in black, but most popular are